

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS  
OF SAN BERNARDINO COUNTY, CALIFORNIA  
AND RECORD OF ACTION**

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November 23, 2004

**FROM: JAMES A. FELTEN, Director**  
**Department of Public Health**

**SUBJECT: CONTRACTS WITH THE COUNTY OF RIVERSIDE COMMUNITY HEALTH  
AGENCY FOR THE CALIFORNIA LATINO 5 A DAY AND CALIFORNIA  
CHILDREN'S 5 A DAY POWER PLAY! NUTRITION PROGRAMS**

**RECOMMENDATIONS:**

1. Approve contract between County of San Bernardino Department of Public Health and County of Riverside Community Health Agency in the amount of \$25,000 to provide California Latino 5 a Day educational program services in Riverside County for the period of January 1, 2004 through December 31, 2004.
2. Approve contract between County of San Bernardino Department of Public Health and County of Riverside Community Health Agency in the amount of \$33,000 to provide California Children's 5 a Day Power Play! educational program services in Riverside County for the period of January 1, 2004 through December 31, 2004.

**BACKGROUND INFORMATION:** Approval of this item will allow the County to provide payment to the County of Riverside Community Health Agency (CRCHA) for services provided under the California Latino 5 a Day and Children's 5 a Day Power Play! nutrition campaigns and authorize program services for the remainder of the year.

The California Latino 5 a Day and Children's 5 a Day Power Play! are two of five targeted programs that comprise the California 5 a Day Campaign, a statewide initiative led by the California Department of Health Services' Cancer Prevention and Nutrition Section in conjunction with the California Nutrition Network for Healthy, Active Families.

Since 1999, the San Bernardino County Department of Public Health (Department) has been designated the lead agency for the Inland Empire Region, which is comprised of San Bernardino and Riverside Counties. As the lead agency, the Department is responsible for materials distribution, tracking, maintaining the database, reports and communication for the entire Inland Empire Region. Funding is renewed annually; however, due to a change in accounting procedures, grant funds are now being allocated semi-annually. Since 1999 and 2003 respectively, the Department has not been required to submit applications for continued funding for the Children's 5 a Day Power Play! and California Latino 5 a Day but has been awarded grants based on the Department's proven track record with these nutrition programs.

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Record of Action of the Board of Supervisors

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**Detail for Recommendation No. 1**

The California Latino 5 a Day Campaign Program is a statewide social marketing initiative aimed at encouraging Latino adults aged 18 to 54 years and their families to consume 5 or more servings of fruits and vegetables and be physically active at least 30 minutes every day.

Funding is provided by a grant from the Food Stamp Program of the United States Department of Agriculture and administered by the Public Health Institute (PHI) a non-profit organization, in cooperation with the National 5 a Day Program of the National Cancer Institute.

In January 2004, the Department received a grant award letter from PHI in the amount of \$46,000 for the period January 1, 2004 through June 30, 2004. *\$10,000 of the grant amount is designated for outreach activities in the County of Riverside.* The balance of the funding (\$36,000) is for program service delivery in the County of San Bernardino. The Board accepted the grant on April 20, 2004.

In June 2004, the Department received another grant award letter from PHI in the amount of \$69,000 for the period July 1, 2004 through December 31, 2004. *\$15,000 of the grant amount is designated for outreach activities in the County of Riverside.* The balance of the funding (\$54,000) is for program service delivery in the County of San Bernardino. The Board accepted the grant on August 24, 2004.

**Detail for Recommendation No. 2**

The California Children's 5 a Day Power Play! Program is funded by the State Department of Health Services (DHS) and administered through the PHI. The goal of the program is to encourage healthy eating habits and to increase children's consumption of fruits and vegetables to 5 daily servings. The program targets school districts in the two counties where 50% or more of enrolled children are income eligible for free or reduced cost school meals. To support the program, the State has developed resource and education materials that will be distributed by regional programs.

In February 2004, the Department received a grant award letter from PHI in the amount of \$48,000 for the period January 1, 2004 through June 30, 2004. *\$13,200 of the grant amount is designated for outreach activities in the County of Riverside.* The balance of the funding (\$34,800) is for program service delivery in the County of San Bernardino. The Board accepted the grant on May 11, 2004.

In May 2004, the Department received another grant award letter from PHI in the amount of \$72,000 for the period July 1, 2004 through December 31, 2004. *\$19,800 of the grant amount is designated for outreach activities in the County of Riverside.* The balance of the funding (\$52,200) is for program service delivery in the County of San Bernardino. The Board accepted the grant on August 24, 2004.

The California Latino 5 a Day and California Children 5 a Day Power Play! contracts were submitted to Riverside County for approval on July 12, 2004. The County of Riverside Board of Supervisors approved the contracts on October 5, 2004 and signed copies were returned to the County of San Bernardino on October 29, 2004, and are now being submitted for Board approval.

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Subsequent to Board approval, information will be sent to CRCHA requesting that invoices for services rendered be remitted to the County for processing and payment.

**REVIEW AND APPROVAL BY OTHERS:** This item has been reviewed by HSS Contracts (Lori Ciabattini, Administrative Supervisor, (909) 388-0253) on November 2, 2004; the Office of County Counsel (Charles Larkin, Deputy County Counsel, (909) 387-5433) on November 8, 2004; and the County Administrative Office (Bea Valdez, Administrative Analyst, (909) 388-0211) on November 8, 2004.

**FINANCIAL IMPACT:** Approval of this contract requires no local cost. All expenditures are reimbursable through the revenue contracts and agreements with PHI. Appropriations and revenues in the amount of \$258,500 are included in the Department's approved FY 2004-2005 budget for the total costs of operating these two programs in both counties.

**COST REDUCTION REVIEW:** The County Administrative Office has reviewed this agenda item and recommends approval as all costs are fully reimbursed by the State.

**SUPERVISORIAL DISTRICT (S):** All

**PRESENTER:** James A. Felten, Director, Public Health, and (909) 387-9146

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